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OCTOBER 2014

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**COSMO BEAUTY AWARDS
What's Really
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cosmopolitan.com



Dr. Marmur (right) on the top of Mount Kilimanjaro.

Fun, Fearless
DERMATOLOGIST OF THE YEAR

Ellen Marmur, MD

How far will this associate clinical professor in dermatology and genetics at Mount Sinai Medical Center go to raise money for skin cancer? To the top of Mount Kilimanjaro! This year, she tackled the peak for her initiative, Skin Cancer, Take a Hike! (skincancertakeahike.com), which raises money to build public shade structures. "I want to teach people that daily sun exposure adds up and causes cancer," she says. Here, her advice on how to be skin smart.

4 Healthy Skin Habits to Start Right Now

1 DON'T TAN!

"Any color beyond your natural base is a sign you've injured the DNA of your skin. Use sunscreen every day from head to toe—put it on when you're naked so you don't miss a spot."

2 GET A DERM

"Don't diagnose yourself and waste money on products that may not work. A skin doc can track any moles or spots and help you choose a regimen."

3 STEP AWAY FROM THE MAGNIFYING MIRROR

"Never pick your pimples—it triples the time they'll stick around on your face."

4 ADOPT A THREE-STEP ROUTINE

"Use sunscreen to protect during the day, a moisturizer to nourish at night, and an eye cream. Do this every day and you will absolutely buy time before fine lines, wrinkles, and brown spots kick in."



PREVISE PURIFY
(\$34, previse.care.com)

PREVISE NUTRIFY
(\$48, previse.care.com)

A NEW BRAND I'M LOVING...
"PreVise. It's a customized skin-care system based on the Fitzpatrick scale—what we derms use to categorize people's skin tones and base our treatment on. After your doctor evaluates your skin tone and issues, she can create the perfect regimen for you."

Ingredients to Look for on a Label

Skin-care shopping can be confusing. Seek out these derm-approved ingredients and you'll get the most bang for your buck.

RETINOL

This do-it-all wonder reduces breakouts, evens out pigmentation, and makes skin smoother (it's in StriVectin, left).

TITANIUM DIOXIDE

A gentler alternative to chemical sunscreens, which can irritate sensitive skin types, this mineral UV blocker sits on top of skin, creating a barrier.

HYALURONIC ACID

When it comes to moisturizing, this ingredient is king. It can bind a thousand times its weight in water for maximum hydration.

NIACINAMIDE

Awesome in eye creams (also in StriVectin), it ups collagen production, smoothing out crow's-feet, and evens out dark circles.

StriVectin-AR

(NIA-114 + Retinol)TM

Advanced Retinol Eye Treatment
Soin intensif pour les yeux au Retinol

Multi-tasking eye treatment with Retinol and NIA-114 (Niacin) that works faster and faster to fight the signs of aging.

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(\$75, strivectin.com)